



WAYNE STATE UNIVERSITY RESEARCH & TECHNOLOGY PARK

TECHTOWN

WHERE MINDS AND MEANS CONNECT

International Soft Landings

International Soft Landings (ISL) eases the transition overseas companies face when they enter the U.S. market by providing them with business services that speed up the establishment of an international branch. It allows international companies to focus on growing their businesses by supplying them with everything they expect to find in an established office.

Services

- Office space
- Telecommunications equipment
- Full-time receptionist
- Housing arrangements for staff relocating to the region

Human Resources

- Language translation
- Grant writing
- Compliance issues
- Legal services
- Grant and loan seeking
- Locating human resources such as managers, CEOs, COOs, CFOs and engineers

ISL offers a **pre-sales team**, which can be contracted to begin selling products for an overseas company before they arrive to make their time in the States more productive.

ISL's **marketing team** conducts thorough research and develops campaigns to ensure companies reach their audiences.

Connections

One of the many benefits of partnering with ISL is gaining access to its affiliated academic institutions:

- Wayne State University
- University of Detroit Mercy
- University of Windsor, Canada
- Tecnológico de Monterrey, Mexico

Additionally, ISL has a well-established network of contacts in the life sciences, automotive, high technology and alternative energy industries to connect your company with valuable business contacts.

For more information on ISL, contact Executive Director Randal Charlton at randal@techtownwsu.org or (313) 879-5249.